

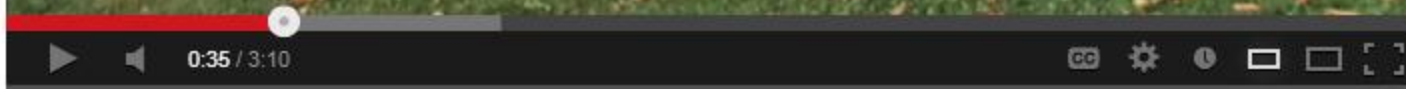


Vermont Department of Tourism & Marketing

Vermont Agency of Commerce and Community Development



**Visitor Spending =
\$134.3 million
to the Education
Fund**



Vermont Agency of Commerce & Community Development

Vermont Department of
Tourism & Marketing

Department of
Economic, Housing &
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Vermont Life Magazine

Historic Preservation

Mission Statement

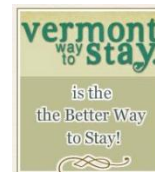
- To promote Vermont's travel, recreation, cultural and historic attractions, as well as the state's goods and services, in coordination with public and private sector partners and to market to a global audience in a manner consistent with the values and traditions of the state for the economic benefit of all Vermonters.

Travel & Recreation Council

- 10 member council who advises the Secretary of Commerce on matters relating to state travel and recreation policy.

Statewide Collaborations

- Vermont Chamber of Commerce
- Vermont Attractions Association
- VCB
- Ski Areas Association
- Weddings
- VMBA
- Byways
- VGTA
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has earned a rightful reputation as one of the most beautiful states in the nation. But that's just part of our legendary appeal.

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Welcome to the Vermont Mountain Bike Association

The Voice of Mountain Biking in Vermont



The Vermont Mountain Bike Association (VMBA) is a nonprofit statewide organization serving as the voice of mountain biking in Vermont. Comprised of 23 unified chapters, the association carries out its mission, which is to ensure the sustainable future of mountain biking in Vermont and to promote its position as the premier riding destination in the Northeast through providing healthy, family friendly, and sustainable outdoor recreation opportunities. In doing so, Vermont is host to the best mountain biking culture in the country! The association serves as the central hub for advocacy, education, and event support through numerous partnerships with private enterprise, and private, state, and federal land managers.

2013 is shaping up to be our best year ever! The Association will be launching a **VMBA MEMBERSHIP** campaign in February. Stay tuned for more information on member benefits and follow us on Facebook to keep posted on winter progress.

Upcoming Events

[Frozen Onion](#)

03 Feb 2013 11:00 AM • Hubbard Park

One Percent for the Planet

Did you know that VMBA is a 1% For The Planet nonprofit? If you own a business and are stoked about VMBA's hard work to earn and maintain sweet single track, please consider becoming a 1% business member at: www.onepercentfortheplanet.org



We're an approved
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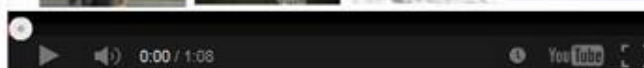
VT State Parks Located
Along Our Byways



Welcome to Vermont's Byways

A video overview of the Vermont Byway Program

Overview of Vermont's Scenic Byways



To tour each of our Vermont Byways simply choose a byway you wish to tour from the list on the left.

*** To receive a Vermont Byway Brochure, fill out your mailing address and select 'Historic/Scenic Byways' from the dropdown list under 'Favorite Activities.' [Click here for order form](#)

The best way to "meet" Vermont is to get off its Interstate Highways and onto our secondary roads. These are the roads that take you to the towns and villages settled when America was young. It was in these towns and along these routes that the freedom fighters planned and marched to fight the British in the Revolutionary War.





Vermont Gay Tourism Association

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Welcome to Vermont

January 24, 2013

Why Vermont?

Romance happens in the Green Mountains! Far from the hectic pace of your daily life beckons a respite unlike any other. Imagine soul mates taking crisp moonlit walks together through lush forests, strolling along a stream, hunting antiques in buildings over 200 years old. Or find a quiet place to share thoughts and feelings, removed from the distractions of everyday life.

Vermont has it all!

For the discerning Lesbian Gay Bisexual and Transgender traveler the experience is magical. Vermont embraces and respects our natural identity unlike any other state in the nation. You'll find local communities extending an open invitation to visit. The VGTA exists to enhance your visit. Use our experience to assist you in planning your upcoming visit. Allow us to share what brought us to, and keeps us in this magical place. Discover the real nature of Vermont.



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Read "Get Hitched in Northern Vermont"

<http://www.outtraveler.com/features/story.asp?did=1484>

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From the Blog

8 January 2013 - by Vermont Fresh Network

The Inn at Weathersfield and Black Watch Farm, a Partner Story featuring Chef Jason Tostrup's Braised Black Watch Beef Short Rib Recipe

Chef Jason Tostrup of The Inn at Weathersfield enjoys any opportunity to talk about his experience with Frank Manafort and Black Watch

Upcoming Events

January 25 - 27, 2013
Bread & Brew Weekend at the Norwich Inn

January 25, 2013
Beer and Cheese Tasting at the Norwich Inn

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A Late Fall Visit to Parker Pie

Vermont Beer and Cheese Pairing Trail

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Some Great Vermont Inns



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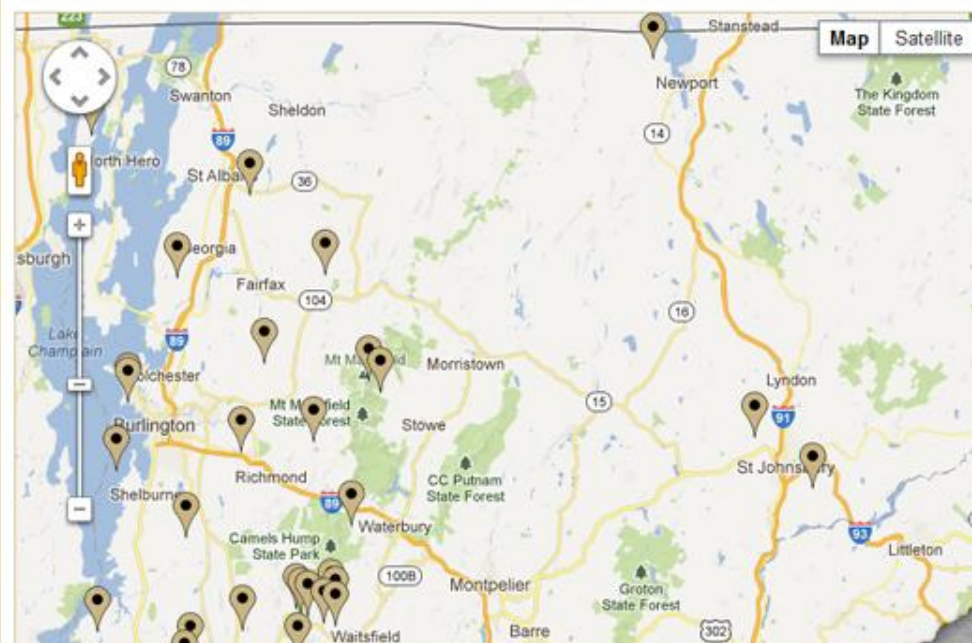
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"The Web's best resource for camping in Vermont"

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eGuide Book

If you would like to read the guidebook online, click the link in the menu option <eGuide book> on the top of the page. This is a PDF file and has links to various websites within the guidebook to aide you in exploring the campgrounds more effectively.

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Welcome to the VCA's Online Guide to Camping in Vermont!

The main goal of VCA is to help campers enjoy their stay in Vermont. Our members include most private campgrounds and all State Parks which offer camping. With more than 100 VCA member campgrounds, we offer a wide variety of facilities and experiences for camping in the Green Mountain state. Note: the State Parks, in keeping with their rustic atmosphere, do not have RV hook-ups at their campsites. However, dumping stations are available and RV's are welcome.

This site provides you with the information you need to plan your camping vacation in Vermont, whether this is your first visit or the latest of many returns.



To Receive a 2012 guidebook pictured on the left, click the link below. A new browser window will open and you will be directed to the VermontVacation.com website. Please follow the instructions on the form. >> [Request a Campground Guide](#)

If you would like to view the guidebook online, click the link in the menu option <eGuidebook> on the left of the page. This is a PDF file and has links to websites within the guidebook to aide you in exploring the guide more effectively.

Please start your navigation of our site by clicking on the "How To" Link on the top of the page. This will explain the organization of campvermont.com and guide you



VERMONT

Vacation Guide

Summer/Fall 2013
Complimentary

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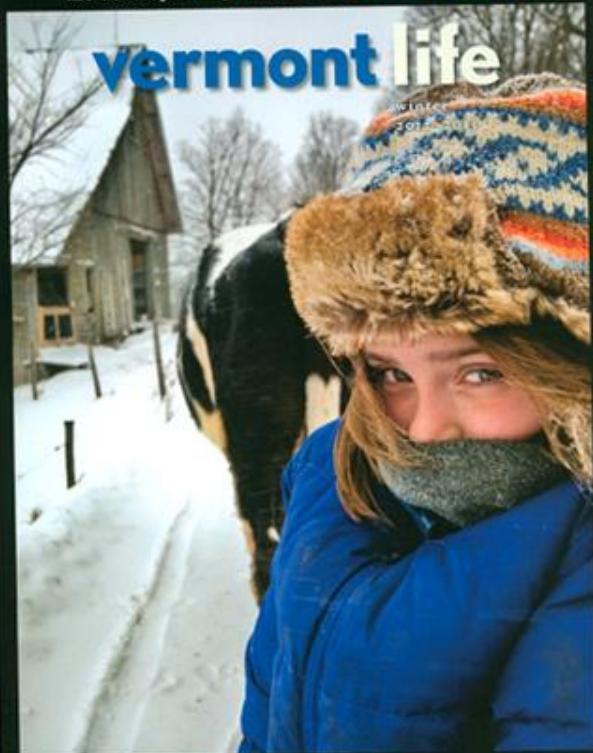
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Winter 2013



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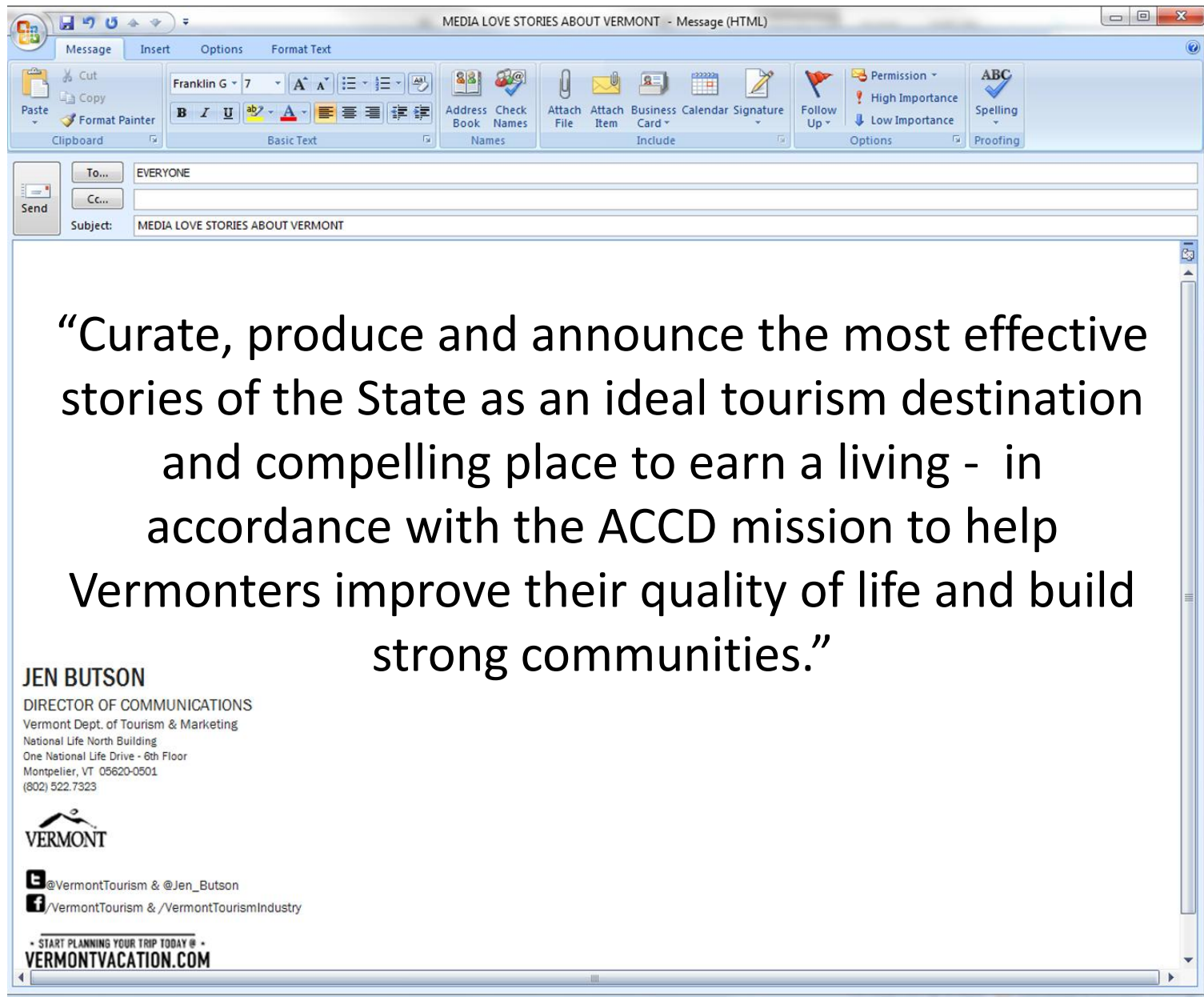
Best-Practices to Incorporate

- Partner with our statewide organizations!
- Sign up for the Commissioner's newsletter.
- Invite your legislators to all of your chamber and industry events.
- Communicate to your legislators your success stories as well as your challenges.
- Come to Montpelier and let your voice be heard (combine it with a visit to the TRC).

Communications

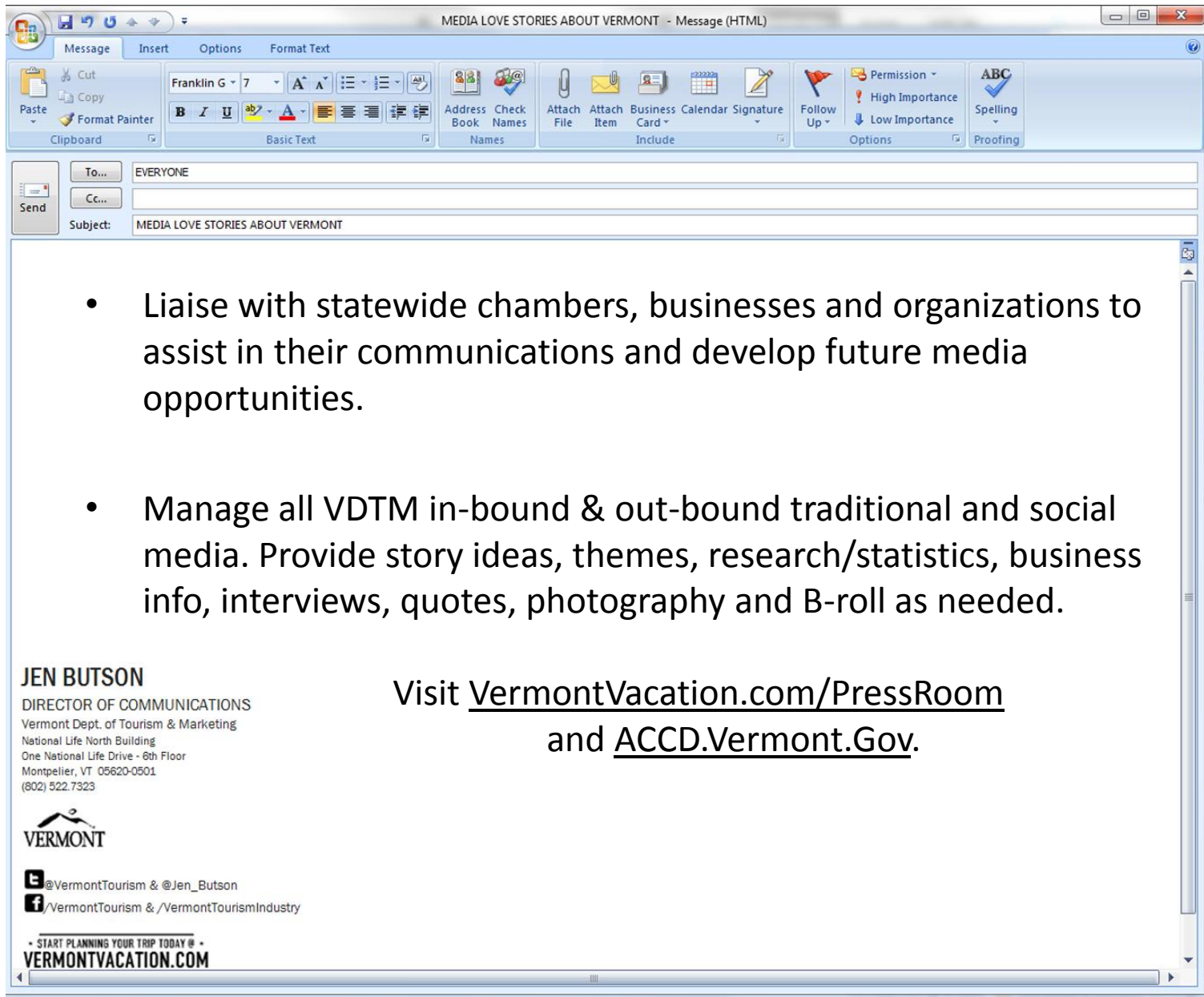
- Consists of:
 - Director of Communications (Hello!)
@VermontTourism & @jen_butson





@jen_butson



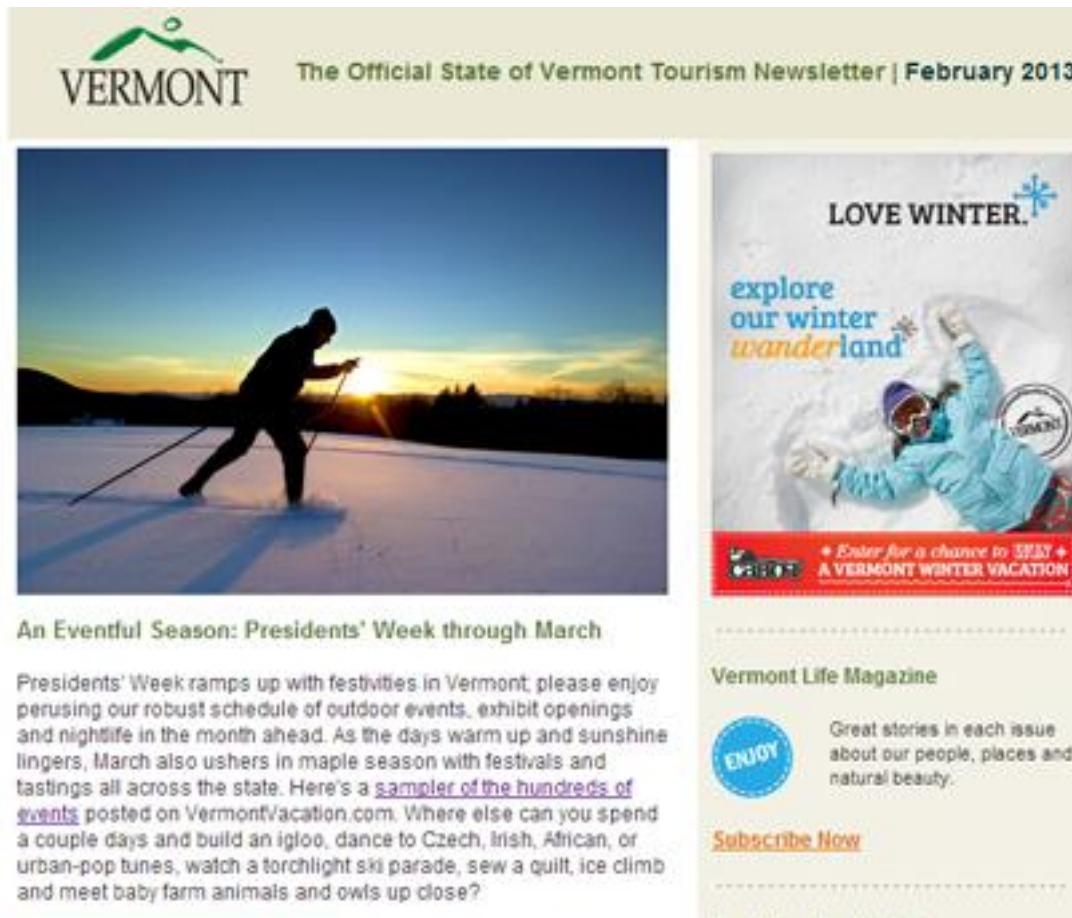


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- Produce the Commissioner's Newsletter and Vermont Tourism Newsletter, emailed to 40,000+ monthly.



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Vermont Tourism
@VermontTourism

Vermont Dept. of Tourism and Marketing. Promoting travel in and around the beautiful Green Mountain State in all we do.
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Tweets

Vermont Tourism @VermontTourism 21h

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Liz Millikin @eamillikin 6 Jan

#Vermont, poetry, Robert Frost. That about sums it up.
wp.me/p2IDQe-1J

Retweeted by Vermont Tourism
[View summary](#)



@jen_butson



Traditional & Social Media Sync

- Social Media for media/PR and marketers is all about broadening reach. Listen, interact and practice quality writing. Transparency and immediacy are more important then ever.
- **Social Media Paths of Communication:**
 - **Media to PR:** Outreach for answers, an interview or find/research a story.
 - **PR to Media:** Pitching, establishing relationships and affirming media's coverage.
 - **Media to Consumer & PR to Consumer:** Promotion and reach; Listening insights/feedback and true community development.

Traditional & Social Media Sync

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WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

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@ThisIsVt, Vermonters Taking Turns on Twitter
By JESS BIDGOOD
Published: July 28, 2012

When Sweden [handed the keys to its national Twitter account](#), @Sweden, to private citizens late last year, it accumulated tens of thousands of followers from around the globe who read — and occasionally wince — as one uncensored Swede after another tweets about his or her daily life for a week.

The Vermont tourism department was watching, too. And at a brainstorming session this month, its employees wondered if Vermont could follow Sweden's lead, creating a Twitter account to be used each week by a

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Larry Olmsted, Contributor
I travel to learn, eat, golf, and ski, but mostly for travel's sake
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LIFESTYLE | 8/20/2012 @ 8:57AM | 4,921 views

Vermont's Bold Social Media Experiment A Successful Gamble - And First For U.S.

3 comments, 1 called-out + Comment now

There is nothing better when traveling to a new place than knowing a local insider, full of sage advice on restaurants,



Vermont Follows @Sweden's Lead With @ThisIsVT



July 20, 2012 by Alex Fitzpatrick

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Gartner BI Magic Quadrant - Download the 2012 Gartner report for Business Intelligence Platforms
logixML.com/Gartner-Magic-Quadrant

Sweden's official tourism agency has made waves across the social web ever since it started giving the country's official Twitter account to a different Swede every week. Now, the U.S. state of Vermont is trying to replicate Sweden's success with a Twitter account of its very own.

@ThisIsVT will feature a different Vermonter at the helm every week. The idea is simple: turn the state's most socially savvy residents into digital ambassadors with the hope of bringing in tourists or those looking for a new home.



THISISVT
@THISISVT

Follow

Real-time, real-life #Vermont scenes tweeted by Vermonters & #Vt visitors. A new author assumes this handle weekly. Kicks off 7/23.

The campaign yielded more than four million social media impressions in its first four days. Within 20 weeks, media coverage earned was \$500,000 of equivalent ad space.

Budget: \$2,000

@jen_butson



Social Ethics & News-Jacking



@jen_butson

3 Best-Practices to Incorporate

- **Package:** You need content, something new, compelling to start any communications campaign. Have substance. What is it? Ask yourself, why does this matter?
- **Strategy:** Okay, you've defined what your story is. When is the optimum time to share it and who is the audience?
- **Dynamic Disbursement:**
 - Pitch: Don't just aspire to pitch to media; be confident and love your story so much that pitching is completely natural - conversational.
 - Be Social: Utilize self-publishing outlets. Speak the language and reciprocate often.

Research

- Consists of:
 - Operations Chief

Develops and creates research and analysis and publishes reports for use by Vermont's hospitality businesses.

Vermont Tourism Bounces Back

Visitor spending in Vermont has increased nearly 20 percent since the Great Recession of 2009, a greater recovery than other sectors of Vermont's economy -- and greater than the average for the tourism sector nationally:

Measure	2009	2011	% Change
Total Person Trips	13.7 million	13.95 million	1.8%
Visitor Spending	\$1.424 billion	\$1.7 billion	19.4%
Tax Revenue Generated	\$199.6 million	\$274.5 million	37.6%
Hospitality/Recreation Employment*	33,530	37,910	13.1%

**Includes Proprietors and Wage & Salary employment, both direct and induced by visitor spending*

Key sectors of Vermont's economy are substantially more dependent on visitor spending than the national average:

Jobs Supported by Visitor Spending	Vermont %	U. S. Average %
Eating and Drinking Places	36.30%	18.10%
Retail	6.80%	2.90%

Source: Preliminary Estimates from the Benchmark Study of the Economic Impact of Visitor Spending on the Vermont Economy 2011, Chumra Economics & Analytics, October 2012

Economic Impact of Visitor Activities in Vermont

The total amount of the visitor spending in Vermont is broken down into different categories. Prepared meals and lodging are the two largest spending items for Vermont visitors.

Estimated Direct Visitor Spending (2011)		
Category	Spending (\$Million)	Percent Total
Prepared Meals & Beverages	\$393.80	22.90%
Lodging	\$366.10	21.30%
Gasoline	\$290.50	16.90%
Groceries	\$167.40	9.70%
Shopping	\$214.30	12.50%
Entertainment and Recreation	\$122.70	7.10%
Other Transportation	\$85.30	5.00%
Other	\$78.90	4.60%
Total Visitor Expenditure	\$1,719.00	
Total Person-Trips (Million)	14	
Source: Chmura Economics & Analytics		

Economic Impact of Visitor Activities in Vermont

Compared with the 2009 Benchmark study, the importance of Vermont tourism in the overall economy increased moderately, reflecting the fact that employment in Vermont's tourism industry registered double-digit growth from 2009 to 2011, faster than the overall employment expansion.

Wage and Salaried Employment in the Tourism Industry*		
	NAICS Code	Employment
Hotel Lodging	721	10,054
Eating and Drinking	722	6,534
Recreation & Entertainment	71	1,633
Transportation	48	684
Gasoline	447	844
Retail Shopping	44,45	1,613
Total		21,362
<i>*Directly Supported by Visitor Spending</i>		

If the indirect and induced jobs are included, the tourism industry would contribute to 12.8% of total employment in the state of Vermont.

Economic Impact of Visitor Activities in Vermont

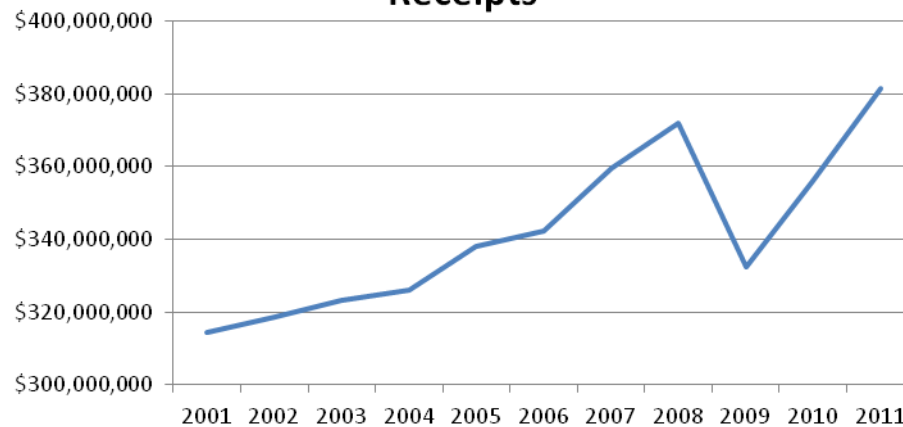
The direct employment estimated for 2011 includes both wage and salary jobs as well as proprietors. Of the 26,277 direct jobs, it is further estimated 21,362 of them are wage and salary jobs. Of the total jobs (37,910) attributable to visitor spending, 7,091 of them are estimated to be proprietors.

Best Estimate of Direct and Ripple Effect Jobs Attributable to Visitor Spending (2011)	
Direct Wage & Salary Jobs	21,362
Proprietors (Direct & Ripple)	7,091
Wage & Salary Jobs from Ripple Effect	9,457
Total Jobs (Direct & Ripple)	37,910
Source: Chmura Economics & Analytics	

Change in Room Receipts, 2009-2011

Total room receipts (taxable and nontaxable) expanded by \$55.6 million from 2009 to 2011 in Vermont. Taxable room receipts from Vermont lodging establishments rose to reach \$381 million in 2011, eclipsing the previous peak of \$372 million in 2008. Room receipts plummeted in 2009 and have since risen quickly.

Figure 4.1: Vermont Taxable Room Receipts



Source: Vermont Department of Taxes

MRA Taxable Receipts Comparison

Despite a challenging winter season when much of the state had minimal snow fall, Meals, Rooms and Alcohol (MRA) receipts more than held their own through the first two quarters of calendar 2012:

1st Qtr. Taxable Receipts: % Change 2012/2011/2010					
	Meals	Rooms	Alcohol	MRA Total	Est. Revenue
2012	\$ 212,322,770	\$ 107,038,989	\$ 41,959,400	\$ 361,321,159	\$ 32,938,498.31
2011	\$ 201,203,870	\$ 110,636,390	\$ 40,737,104	\$ 352,577,364	\$ 32,139,333.80
2010	\$ 196,607,620	\$ 99,412,306	\$ 39,436,475	\$ 335,456,401	\$ 30,585,440.84
2012/2011	5.53%	-3.25%	3.00%	2.48%	2.49%
2012/2010	7.99%	7.67%	6.40%	7.71%	7.69%

2nd Qtr. Taxable Receipts: % Change 2012/2011/2010*					
	Meals	Rooms	Alcohol	MRA Total	Est. Revenue
2012	\$ 203,888,841	\$ 68,745,205	\$ 33,381,534	\$ 306,015,580	\$ 27,875,217.54
2011	\$ 192,650,583	\$ 61,810,992	\$ 31,571,043	\$ 286,032,618	\$ 26,058,646.05
2010	\$ 189,315,059	\$ 57,728,743	\$ 31,206,461	\$ 278,250,263	\$ 25,354,588.28
2012/2011	5.83%	11.22%	5.73%	6.99%	6.97%
2012/2010	7.70%	19.08%	6.97%	9.98%	9.94%
<i>*Preliminary (75 Day Report)</i>					

Source: Vermont Tax Department/Vermont Dept. of Tourism & Marketing

VT: A Place to Call (Second) Home

Second Home Owners:

- Own about 20% of the owner occupied housing units in Vermont
- Pay more than \$125 million in Education Property taxes
- Pay more than \$50 million in Municipal Property taxes
- Spend about \$160 million during their visits to Vermont for food and entertainment, etc.
- Second home owners spend money in Vermont supporting Vermont businesses
- Spend more than \$90 million with local businesses maintaining their properties
- Spend additional millions to Vermont utilities for electricity, phone, cable, heat, etc.

800-Vermont and Fulfillment

- Although technology has changed how visitors research while planning vacations, phone calls and printed brochures still play a major role.

VDTM Inquires during FY 2012	
Direct Calls to 800-Vermont	5,372
Online Form Requests	39,843
Total Packets Sent	45,215

- At the same time, technology provides new tools for understanding where our visitors come from – and, with some fine tuning, what promotions are reaching them.

Marketing / Advertising

- Consists of:
 - Marketing Director/Deputy Commissioner
 - Graphic Designer
 - Web Developer

This team manages all aspects of Vermont's advertising campaigns.

- Develop seasonal marketing plans.
- Work with public and private companies to develop collaborative marketing campaigns.
- Produce and traffic advertising creative.
- Maintain and design VermontVacation.com.

Cooperative Advertising

- The Vermont Department of Tourism wants to collaborate with YOU on out of state marketing campaigns.

Implement multiple advertising mediums

- Broadcast & cable television
- Broadcast radio
- Print
- Outdoor
- Digital/online advertising
- Mobile
- Events, on site promotions

explore
our winter
*wander*land



TEXT

"VERMONT7"

TO **95495** TO WIN VERMONT SKI PASSES
& CABOT CHEESE COUPONS





VermontVacation.com
VERMONT

CABOT ♦ Enter for a chance to **WIN** ♦
A VERMONT WINTER VACATION



explore
our winter
wanderland

VermontVacation.com
VERMONT

CABOT ♦ Enter for a chance to **WIN** ♦
A VERMONT WINTER VACATION



explore
our winter
wanderland

VermontVacation.com
VERMONT

CABOT ♦ Enter for a chance to **WIN** ♦
A VERMONT WINTER VACATION



VermontVacation.com
VERMONT

CABOT

ABANDON ROUTINE
explore our winter **wanderland**

♦ Enter ♦
for a chance
to **WIN** ♦
A VERMONT
WINTER
VACATION



CABOT

ASTRAY THE ORDINARY
explore our winter **wanderland**

VermontVacation.com
VERMONT

♦ Enter ♦
for a chance
to **WIN** ♦
A VERMONT
WINTER
VACATION





VERMONT
WEDDINGS

LOCATIONS

SERVICES

LODGING

ACTIVITIES

ABOUT US

WELCOME TO *Vermont Weddings*

Vermont's most comprehensive resource for wedding planning. Find everything to plan your special day!

A SALUTE TO OUR SOLDIERS *with a Vermont Winter Wedding*

Military couples: Tell us your love story for a chance to *win* this dream wedding!

LEARN MORE



THE GRAFTON INN

A picturesque Vermont village backdrop, unforgettable meals and first-class service in a beautiful historic inn promise a memorable, storybook beginning to the rest of your life with your partner.

Learn More

Featured Vendor

Photo Credits

VERMONT WEDDINGS VENDORS

Category

Select one

Sub-Category

FOLLOW US



ATTENDING A VERMONT WEDDING

Arrival Date

01/15/2013

Departure Date

01/17/2013

Adults

2

Kids

0

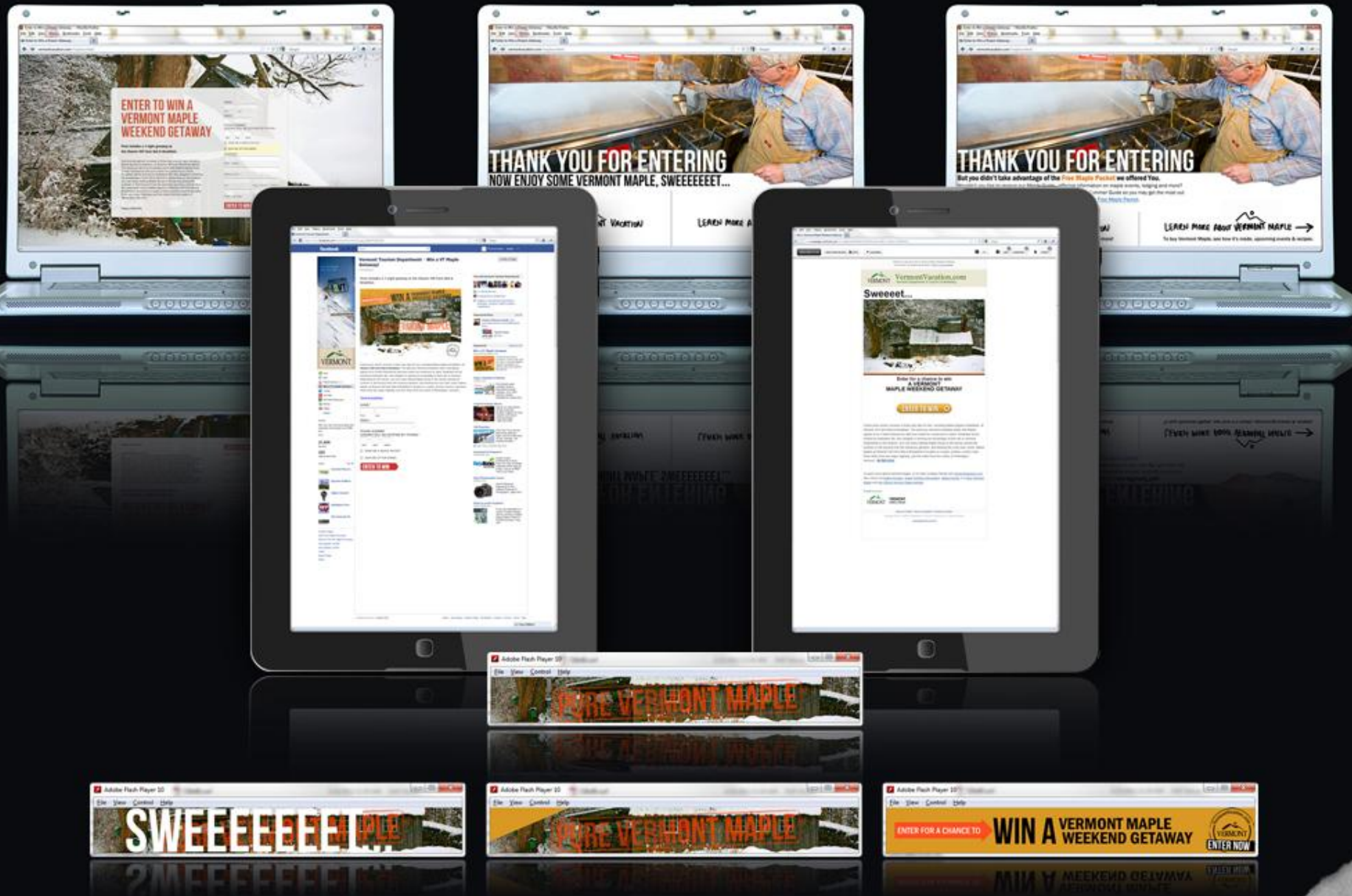
PLAN YOUR STAY

[modify existing itinerary](#)



3 Best-Practices to Incorporate

- Know your consumers behavior.
- Listen: Marketing opportunities don't always have to be expensive.
- Develop your look: Implement it through every out-facing communication.
- Simplify: Your story should be brief, engaging and digestible.
- TAKE GREAT PHOTO IMAGES.



Vermont Maple Weekend Getaway | Spring 2012 Campaign

©Vermont Department of Tourism & Marketing | www.VermontVacation.com | 1-800-VERMONT



The Weather Channel

Weather Lifestyle Social

Local National Forecast

Hartford, CT (06176) Weather

Expert occasional rain to begin Monday at 4:45 am

Right Now

Today

Hourly

Tomorrow

Weekend

5 Day

10 Day

Monthly

Map

Forecasts

Boat & Beach

Fishing

Picnic & Grilling

Politeness

Travel

Take the weather with you

What's Coming Up

Stories That Aff

File View Control Help

That's WHY VERMONT THIS SUMMER!

VIEW PACKAGES, DEALS & START PLANNING YOUR TRIP TODAY AT VERMONTVACATION.COM

VERMONT

FOCUS FOR FAST HARTFORD

Hartford's 8th Street Forecast

The view is the only distraction to your ride.

That's WHY VERMONT THIS SUMMER!

START PLANNING YOUR TRIP TODAY AT VERMONTVACATION.COM

VERMONT

AT&T 11:28 AM

Travel Trends, Excursions & Vacations For The...

m.jetset.glam.com/ Search

GLAM

Find out WHY VERMONT THIS SUMMER! START PLANNING YOUR TRIP TODAY AT VERMONTVACATION.COM

DIAMONDS ARE FOREVER LUXURY YACHT IS AVAILABLE... from elite choice

Verizon 3:00 PM 84%

Ben E. King Stand By Me The Very Best Of Ben E. King

The 1960s Smooth Sound's Top Original Soundtrack Recordings Both with the original and in a 2000 remastered edition including STAND BY ME • SAVE THE LAST DANCE FOR ME • THERE AIN'T NO MOUNTAIN HIGH • SPANISH HARBOR and much more

Find out WHY VERMONT THIS SUMMER!

CLICK! TO VIEW PACKAGES, DEALS & PLAN YOUR TRIP AT VERMONTVACATION.COM

Adobe Flash Player 10

File View Control Help

The view is the only distraction to your ride.

Adobe Flash Player 10

File View Control Help

That's WHY VERMONT THIS SUMMER!

VIEW PACKAGES, DEALS & PLAN YOUR TRIP TODAY AT VERMONTVACATION.COM

VERMONT

Adobe Flash Player 10

File View Control Help

Cooling off is just a swimming hole away.

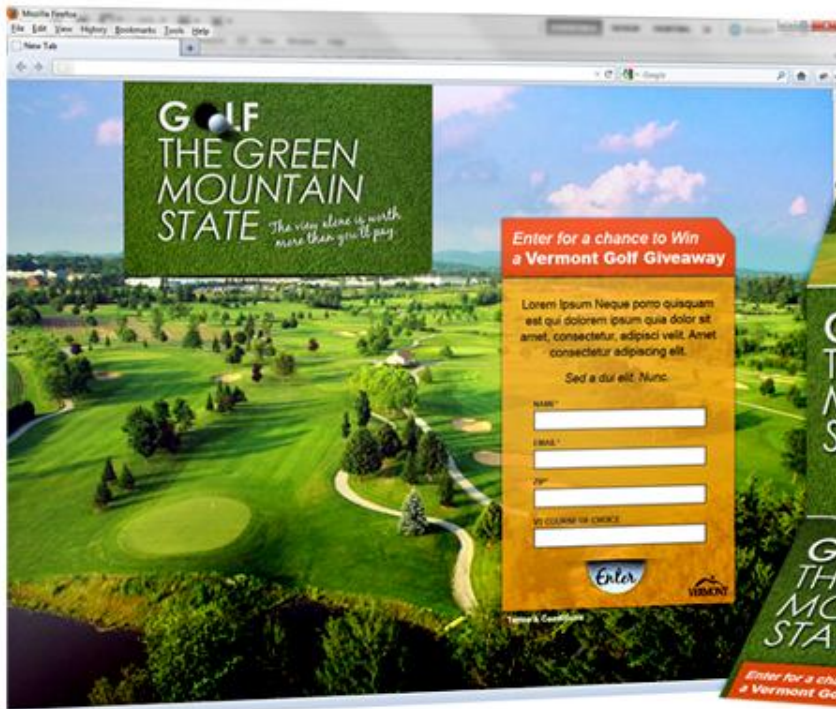
Adobe Flash Player 10

File View Control Help

That's WHY VERMONT THIS SUMMER! VIEW PACKAGES, DEALS & PLAN YOUR TRIP TODAY AT VERMONTVACATION.COM

VERMONT







explore our winter *wanderland* ❄️

× enter & explore

NAME*

EMAIL*

PHONE

ZIP*

» see our winter wanderland

× share your experience





explore our winter *wanderland* ❄️

× *thank you for entering!*

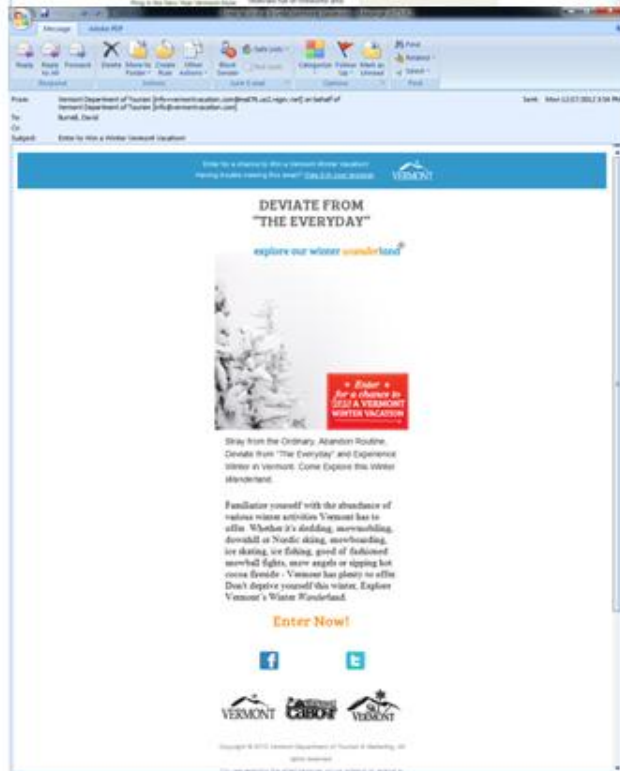
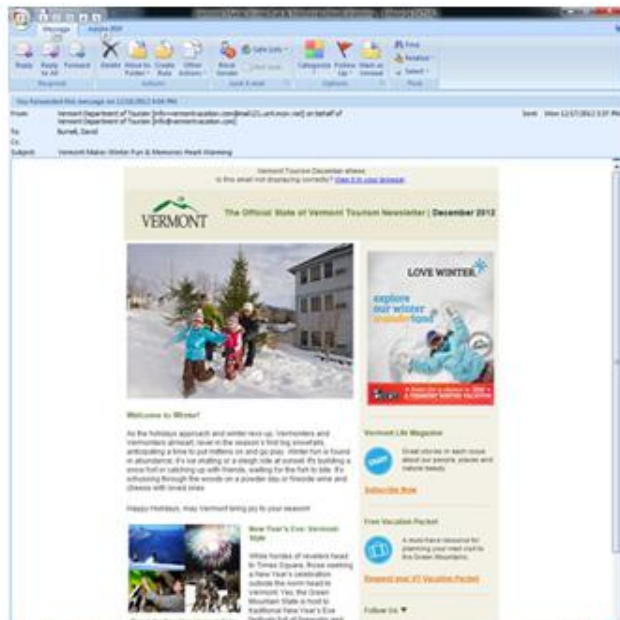
**SKI FT
CHECK IN
TO WIN**

what's this? find out more »

» *see our winter wanderland*

× *share your experience*





3 Best-Practices to Incorporate

- Develop a strategy to meet your goals.
 - “What are we trying to do?”
- Communicate your message creatively:
 - No two solutions are the same, but one is better.
- Utilize your most valuable assets:
 - What defines an ‘asset’?

Sales

- Consists of:
 - Sales Manager

Works with domestic and international tour operators to increase group business to Vermont through sales missions and marketplaces. Leads and reports are available for distribution.

Oversees consumer shows.

Works with businesses on packages.

Big E – Springfield, MA

Volunteers welcomed

- 11 - 29 September, 2013

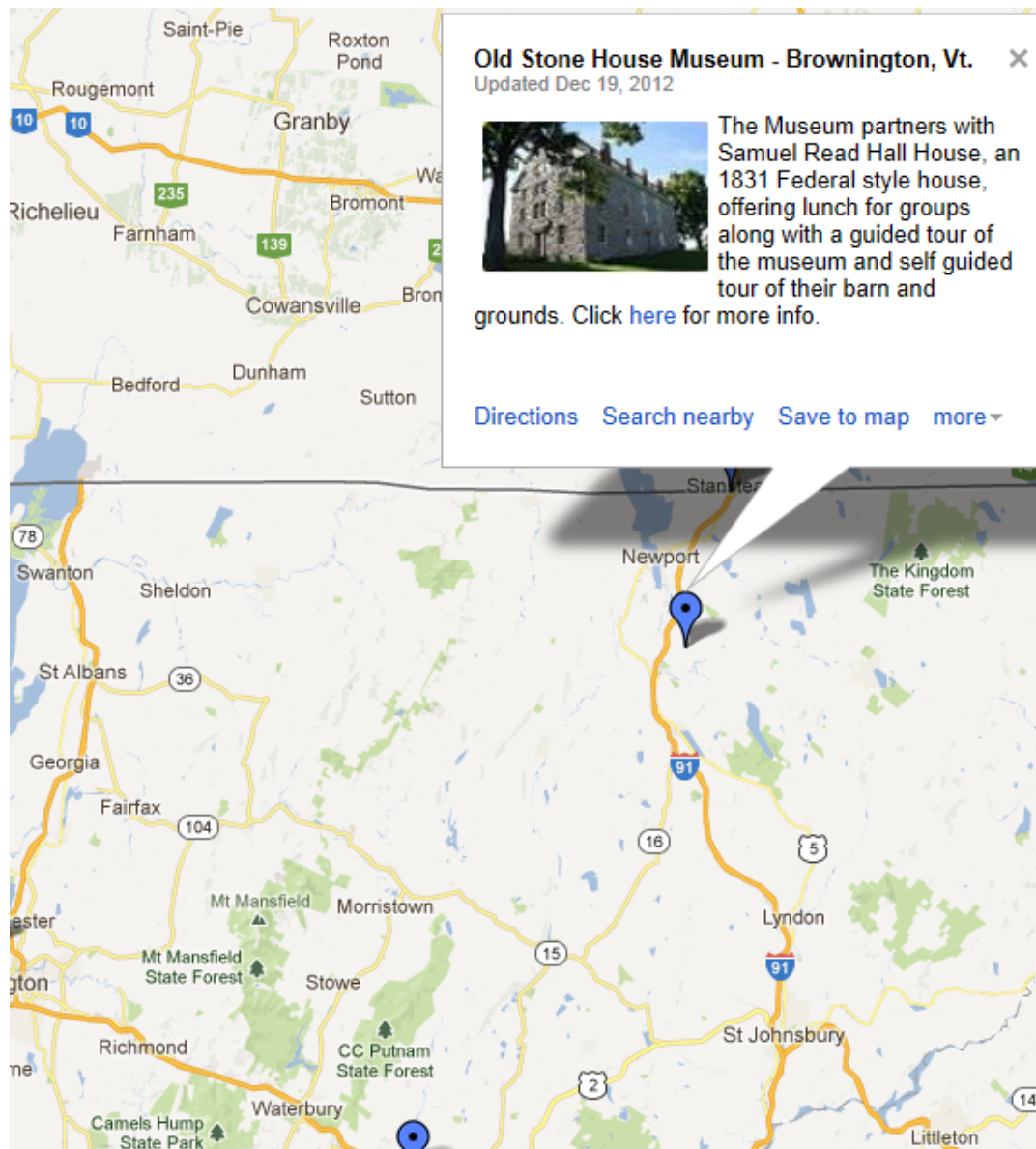


Itinerary Development for Group Travel

Available to travelers in the
FIND YOUR TRAIL section of
VermontVacation.com

Also available in the trade section:

VermontVacation.com/motorcoach



Maps are located in the “Find Your Trail” section of Discover Vermont

The screenshot shows the VermontVacation.com website. The header includes the Vermont logo, the site name, and a search bar. A navigation bar contains links to Home, Travel Planner, Vermont By Season, Discover Vermont, About Vermont, and Travel Resources. The 'Discover Vermont' menu is open, listing various activities and trails. A large banner for a contest is visible, along with a 'Start Planning' section and an 'Event Calendar'.

VERMONT VermontVacation.com
The Official State of Vermont Tourism Site

Bienvenue au Vermont: [Français](#)
[LGBT Travel](#)

[vermont.gov](#) Home Travel Planner Vermont By Season **Discover Vermont** About Vermont Travel Resources

explore our winter *wanderland*

TEXT
"VERMONT9"
TO 95495
TO WIN VERMONT SKI PASSES
& CABOT CHEESE COUPONS

explore Our Winter Wanderland
Enter for a chance to win a winter Vermont vacation!
[Learn More](#)

Find Your Trail »

- Why Vermont »
- Regions »
- Recreation and Nature »
- Arts and Heritage »
- Family Friendly »
- Made in Vermont »
- Farms »
- Romantic Vermont »
- Scenic Drives
- Cheese Trail
- Culinary Experience
- Vermont Breweries
- Walking and regional driving tours
- Outdoor Trails
- Forest Heritage Trail
- Marble Trail
- Vermont Wineries
- Studio Tours
- Vermont Byways
- Themed Maps for Groups
- Birding Trail
- Civil War
- African American Heritage

Start Planning

Find Yourself, Lose Yourself
Here are the tools and information you need to plan your vacation. Get started! Find your inspiration in the Green Mountains.

[Lodging](#) [Attractions](#) [Recreation](#) [Packages](#)
[Dining](#) [Events](#) [Shopping](#) [Room Availability](#)

Event Calendar

Vermont Farm Show

[My Profile](#)

[Sign in](#) [Trip and Maps](#) [Vacation Packet](#)

Apple, Cheddar Walnut Toast
[click for recipe](#)

Watch Vermont Videos
by Vermont Tourism

VERMONT

North American Shows

- 5-9 Jan **American Bus Association Marketplace – travel trade**
- 16-20 Jan Camping Show – Tampa (partner: Vermont Campground Assoc.)
- 19-21 Jan NERVDA Boston Rv Show (partner: VCA)
- 19-23 Jan **National Tour Association Marketplace – travel trade**
- January **New York Penn Station Event**
- 15-18 Feb Springfield MA Camping and Outdoor Show (partner VCA)
- 22-24 Feb **Toronto Adventure Show**
- 1-3 Mar **AAA Southern New England Show**
- 8-10 Mar NeHaCa Camping Show NH (partner VCA)
- 8-10 Mar **Québec Bike Show**
- 9-10 Mar **Ottawa Vacation Show**
- 5-7 Apr Vacationland Camping Show , Maine (partner: VCA)
- 12-14 Apr Rhode Island Camping Show (partner: VCA)
- 5 May **CT Summer Travel Show - Hartford**
- 7-8 May Camping Show - Maryland (partner: VCA)
- Early June **Montreal Train Station event**
- 11-29 Sep **Big E – Springfield, MA with 80 volunteers**
- 25-27 Oct **Montreal Trade Show**
- 28-30 Oct **Bienvenue Québec Marketplace – travel trade**
- Fall Boston Ski Show (partner: Vermont Ski Area Association)
- Fall Hartford Ski Show (partner: VSAA)
- Fall Ottawa Ski Show (partner: VSAA)
- Fall Toronto Ski Show (partner: VSAA)
- Fall Peter Glen Ski Show – Florida (partner: VSAA)

Packages & Vermont Travel Planner

- List your business on the Vermont Travel Planner: Lodging, Dining, Shopping, Events, Recreation and Attractions.
- Partner and submit packages for VermontVacation.com/packages.

ELOPEMENT OR CIVIL UNION PACKAGE



[INN VICTORIA](#)

Chester

(802) 875-4288

[Website](#) | [Email](#)

2 nights in a deluxe room with breakfast. Making arrangements with local JP (N.B. JP fee not included). Assistance with license application. Flowers and chocolates in your room. Ceremony in the Victorian parlor. Wedding cake and sparkling beverage toast for 2, dinner for 2

Starting at: \$800.00
Per Unit (maximum occupancy applies)

Valid
4/1/2012 - 12/31/2013
Blackout Dates May Apply

Discover New England

- Official Tourism Organization representing New England internationally
- Founded in 1992
- Equal partnership between the 6 New England states



Discover New England

- Discover New England Tourism Summit
- Travel guide production
- www.DiscoverNewEngland.org
- Joint marketing efforts with tour operators
- Fulfillment of consumer requested material
- Organization of tour operator familiarization trips





DNE Guide



Dutch Guide

About New England | Travel Planning | Seasons | Driving Tours | Events | Things to Do

DISCOVER
New England

- Information for Overseas Travelers
 - ESTA & VISA Information
 - Flights to New England
 - Find a Tour Operator
 - Getting Around
 - Driving in New England
 - Major Holidays
 - USA Travel Tips
- Request New England Travel Information
- Download a New England Travel Guide
- Accommodation Options
- Drive Times & Mileage
- State Welcome Centers
- Traveling between New England and Canada
- New England Travel Apps
- New England Maps

Travel Planning

TRAVEL PLANNING

Find all the information you will need to help plan your New England vacation quickly and easily. Can't find something? Let us know.

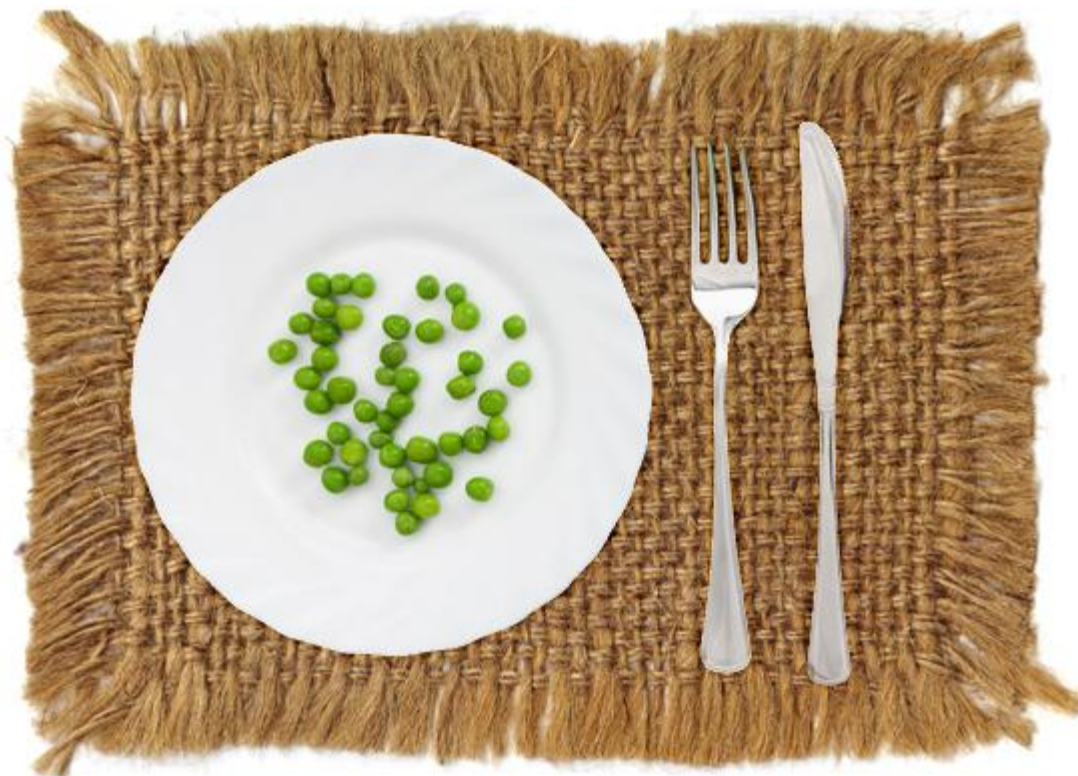
INFORMATION FOR OVERSEAS TRAVELERS

Learn about ESTA requirements, car rentals, getting around, and more. Specific information is provided for travelers from the UK, Ireland, and German-speaking countries. Coming from another country? Feel free to contact us for travel advice.

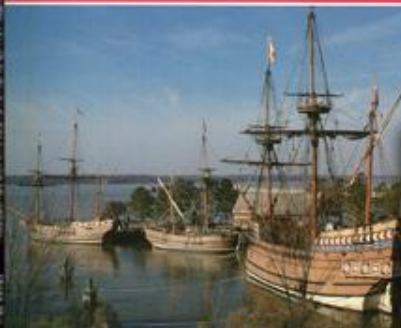
3 Best-Practices to Incorporate

- Partner; work on packages with lodging and/or other business in your area.
- Partner: if you wish to attend shows and cannot afford a full booth, share with other business or other regions.
- Partner: If you wish to working the motorcoach market, work with other businesses that are already in the market.
- A word to remember: PARTNER

Cultural Heritage Tourism

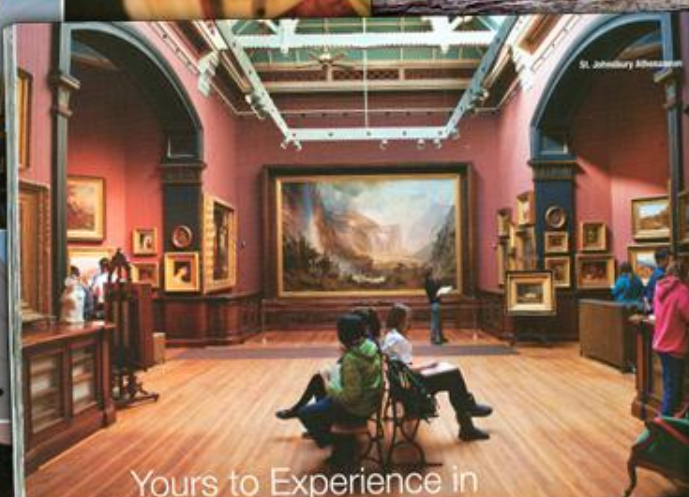


CULTURAL HERITAGE TOURISM



TOP 10
CULTURAL
FINDS

See page 8



Yours to Experience in

Vermont

The small state of Vermont boasts an abundance of cultural and heritage experiences.

Authentic and attractive historic town centers and villages are widely recognized as a key part of the state's allure for visitors from around the globe. You'll discover restored and repurposed classic buildings that are now home to inns, unique locally-owned shops, and casual and fine dining serving fresh, local award-winning food and wines.

Even small towns have galleries, where a broad selection of traditional and contemporary art and craft is displayed. Frequent live performances

by local and legendary talent take place across Vermont. Venues for music, dance, and theater include intimate settings in art deco theaters, turn-of-the-century opera houses and Federal style meeting houses. Vermont's myriad art museums and venues exhibit the work of master American painters and decorative and folk art.



as well as exciting contemporary art, sculpture and installations. Festivals abound in a seemingly endless stream through the summer and fall, featuring everything from classical music, fine crafts and history to automobiles, foods and wines—and pleasantly peculiar events too—like the Guilford Juniper Festival, Brattleboro's Standing of the Heifers and the Great Pumpkin Regatta on Lake Champlain.

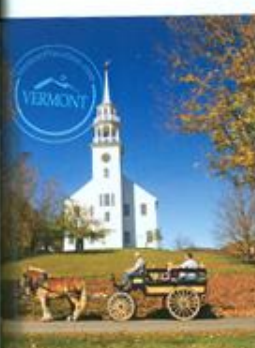
Historic sites include 6,000 year-old Native encampments, 17th century French settlement, pivotal Revolutionary War sites, anti-slavery sites including one of New England's best documented sites of the Underground Railroad and the homesteads of two U.S. Presidents and a prominent 19th century U.S. Senator.

These riches are connected by scenic roads traversing farms, forests, mountains, valleys and rolling vistas.



Hiking, cycling and paddling trails provide opportunities to refresh and re-energize, while farm stands and open houses invite you to explore the changing traditions in Vermont agriculture. Along with Vermont's

classic herds of dairy cows, you'll find vineyards, artisan cheese makers, small scale meat production, re-introduced wheat and sheep, and new herds of goats, alpacas and llamas.





VDTM supports
statewide and regional
cultural heritage tourism
projects that provide
visibility, promotional
opportunities, and
economic benefits to
groups of businesses,
institutions and activities.



From hidden history to tourist draw

New self-guided tour highlights role and contributions of African American Vermonters

By Randolph T. Holhut
The Commons

BRATTLEBORO—For a state that has long held the distinction of being one of the whitest in the nation, Vermont has a surprisingly rich place in African-American history. However, that history is not all that well-known.

Curtiss Reed Jr., executive director of the Vermont Partnership for Fairness and Diversity, wants to change that. Working with the Vermont Department of Tourism and Marketing, the Vermont African American Heritage Trail will provide a self-guided tour for those interested in this chapter of the Green Mountain State's history.

"This creates a narrative for

Vermont," Reed said. "African-Americans fought alongside Ethan Allen with the Green Mountain Boys. The state welcomed African-Americans to establish roots here in the 19th century, before the Civil War, in Hinesburg, Guilford, and Grafton."

"The history is definitely there, and now we can share it with everyone," he said.

The finishing touches are being put on the trail map, but it begins in Brattleboro at the site of today's Brattleboro Union High School.

During the Civil War, the site was a sprawling military hospital and the main mustering ground for Vermont soldiers heading off to battle and returning home from the fight.

According to the 1860 U.S. Census, there were 14 African Americans living in Brattleboro at the time.



Grafton native Daisy Turner lived to age 104 and became famous for her oral family histories. Turner is one of many African-Americans featured along the African American Heritage Trail, which the Vermont Department of Tourism and Marketing has developed to market the state to more diverse national and international audiences. The state agency worked with the Brattleboro-based Vermont Partnership for Fairness and Diversity.





Department of Tourism & Marketing
One National Life Drive, 6th Floor
Montpelier, VT 05602-0904
www.VermontVacation.com

[phone] 802-828-3237
[fax] 802-828-3233

2013 Vermont Ambassador Information Center Agreement

Congratulations on becoming a Vermont Ambassador Information Center. We appreciate your commitment to making all visitors feel welcome in Vermont, and for upholding the Vermont Ambassador Information Center policies:

1. Staff will provide traveler information in a friendly and unbiased manner.
2. Official State Maps, Seasonal Vermont State Visitor Guidebooks, Explore Vermont Byways, and local information will be available to the public.
3. Specific questions that are difficult to answer will be referred to 800-VERMONT, where staff will have access to the information for the purpose of providing information and in no charge via

Sponsored by the Vermont Department of Tourism & Marketing, Vermont Information Center Division, and the Vermont Chamber of Commerce



Other projects include:


- Open Studio Weekend
- Vermont State Craft Centers
- Support of Historic Downtowns
- Advisory to Champlain Valley National Heritage Partnership
- Site Visits and Consulting
- Advocacy
- Technical Support
 - Vermont Ambassador Program
 - Vermont Travel Planner



VermontVacation.com

Vermont Travel Planner

Vermont.gov Home Travel Planner Vermont By Season Discover Vermont About Vermont Travel Resources



Experience a Magical Highway
The Winter World of Snowmobiling.
[Learn More](#)

Start Planning
Find Yourself, Lose Yourself
Here are the tools and information you need to plan your next vacation. Get started! Find your inspiration in the Green Mtns.
[Lodging](#) [Attractions](#) [Recreation](#) [Packages](#)
[Dining](#) [Events](#) [Shopping](#) [Room Availability](#)

Event Calendar
Vermont Farm Show
Enjoy this Vermont Institution. Local foods and Vermont legislators-turned-actors at special events planned for January 30th, January 29-30.
[More Information](#)

Vacation Packages
Cross Country Ski for Free - Blue Gentian Lodge
Stay one night midweek and receive 2 free ski passes to Viking Nordic Center.
[More Information](#)

My Trip
[My Trip Sign In](#)
[View My Trip and Maps](#)
[Request a Vacation Packet](#)


Watch Vermont Videos
by VermontTourism

Free Vacation Packet
Get the most out of your trip to Vermont. [Request](#) your free travel guide or [view it online](#) today.

Road Conditions
Access information regarding weather-related [road conditions](#), construction, and congestion.

stay in Touch
Our [newsletter](#) is the perfect way to keep up with what's going on in Vermont. [See Sample](#).

Vermont Life Magazine
[ENJOY](#) Stunning photos and award-winning writing about our [people, places and rich heritage](#).

Our Marketing Partners
Makers of the [world's best cheddar](#). 

Vermont [museums](#)

[Home](#) > [Travel Planner](#)

Travel Planner

Recreation



Vermont vacations aren't meant entirely for relaxing. Get outdoors and take advantage of all Vermont has to offer, from hiking, kayaking and biking to skiing, ice-fishing and snowshoeing.

Name / Keyword Search

[Keyword Search](#)

-- OR PERFORM DETAILED SEARCH CRITERIA BELOW --

Detailed Search

[Detailed Search](#)

SEARCH BY SELECTING ONE OR MORE TYPES

☐ All Types

Air Sport

☐ Gliding ☐ Hang Gliding ☐ Hot Air Ballooning
☐ Para Sailing

Amusement

☐ Alpine Slide ☐ Animal Zoo/Park ☐ Arcade/Family Fun

BOUNDLESS JOURNEYS

Boundless Journeys offers active and cultural itineraries around the world, including a walking and hiking exploration of Vermont's best foliage. This 5-day, 4-night itinerary takes in quiet villages and the bustling town of Stowe. Fine accommodations and excellent local cuisine round out the experience.

[\[+ \] Add to My Trip](#)[View My Trip](#)[My Trip Sign In](#)

Address:	1250 Waterbury Road Suite 1 Stowe, VT 05672
Phone:	(802) 253-1840 Business (voice) (802) 253-1844 Business (fax) (800) 941-8010 Toll Free (voice)
Contact(s):	Karen Cleary Matt Holmes
Email:	info@boundlessjourneys.com
Website:	www.boundlessjourneys.com
Town:	Stowe
	Jan 01
Days/Hours:	9-5 pm.
	0
Additional Criteria:	Hiking, Horseback Riding, Walking, National Forest, Canoe/Kayak, Swimming

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Business to Business

Vermont Department of Economic Development

Home

BID SYSTEM

-- List Open Bids --

- > Quick Search
- > Power Search

BUSINESS REGISTRY

- > Search
- > Register My Business
- > My Account
- > Update My Business

SIGN IN →

- ▶ Frequently Asked Questions
- ▶ Vermont Procurement Technical Assistance Center

ThinkVermont.com

Vermont Business Assistance Network

The fast and free way to...

- Access new contracting opportunities.
- Attract travelers to your travel and tourism business.
- Find new customers, vendors, and suppliers ... and for them to find you.

Ready to get started?

SIGN ME UP

Been Here Before?
SIGN IN



ID: 21781

SNAPDRAGON INN**EDIT PRIMARY NAME**

ALTERNATE SEARCH NAMES		ADD ALTERNATE NAMES
Alternate Search Name(s):		
SNAPDRAGON	EDIT	DELETE
BUSINESS ADDRESS/PHONE		ADD ADDRESS
Business Location : 26 Main St. Windsor, VT 05089 (802) 227-0008		
EDIT DELETE		
WEBSITE		ADD WEBSITE
Website(s):		
http://www.snapdragoninn.com		
EDIT DELETE		
EMAILS		ADD EMAIL
Email(s):		
innkeeper@snapdragoninn.com		
EDIT DELETE		
CONTACT(S)		ADD CONTACT
Primary Contact	Nathan Larson	
Display in Registry	26 Main St. Windsor, VT 05089 (802) 227-0008 innkeeper@snapdragoninn.com	
EDIT DELETE		

BUSINESS REGISTRY PROFILE		EDIT BUSINESS DETAILS
Business Type:	Small Business Tourism Industry	
Business Keywords:	Inn	
Business Description:	Snapdragon Inn is located in Windsor, Vermont on the former estate of Maxwell Perkins and William Maxwell Everts. This small luxury inn offers nine rooms with private baths, and modern appointments including heated floors, air conditioning, HDTV, and WIFI. Owned by All Inn, LLC whose members are also heavily involved in investment in Windsor's downtown through operation of other businesses and redevelopment projects.	
TOURISM SERVICES		
Lodging	Snapdragon Inn, Windsor	
	EDIT DELETE VIEW	
Add Category:	Lodging	ADD
Tourism Event Details:	ADD/EDIT	
Vacation Packages:	ADD/EDIT	

3 Practical Tips to Incorporate

- Know your competition and be your toughest critic.
- Diversify – mix it up.
- Travel planner tips:
 - Post events early.
 - Make the most of the opportunity to provide descriptive text.
 - Keep websites current.



Vermont Life Magazine

- Copies bought in bulk for guest rooms, lobbies and other public areas:

\$4 per copy for current issue

\$2 for back issues

Shipping included



- Subscriptions used as purchase incentives, guest thank-yous, or employee rewards:

\$7.97 for one-year/four-issue printed subscription

\$3.97 for one-year/four-issue digital subscription

- Contact Vermont Life Publisher Dave Hakins, 802-828-1680, dave.hakins@vermontlife.com.



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